



**FACTORS INFLUENCING CONSUMER BEHAVIOR TOWARDS LUXURY BRANDS:  
A STUDY AMONG INTERNATIONAL BUSINESS STUDENTS OF UITM MALACCA  
CITY CAMPUS**

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**2015134887**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONORS (INTERNATIONAL  
BUSINESS)**

**FACULTY OF BUSINESS AND MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA (UiTM)**

**CAWANGAN MELAKA, KAMPUS BANDARAYA MELAKA**

**JANUARY 2018**

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BRANDS: A STUDY AMONG INTERNATIONAL BUSINESS STUDENTS OF UITM  
MALACCA CITY CAMPUS**

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**Submitted in Partial Fulfilment of the  
Requirement for the  
Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA**

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## **DECLARATION OF ORIGINAL WORK**



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(INTERNATIONAL BUSINESS)

FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, NURFAZLIANA BINTI IDRIS, (I/C Number: 941227045196)

Hereby, declare that:

- This work has not previously been accepted in substances for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees
- This project-paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature : \_\_\_\_\_

Date : \_\_\_\_\_

## LETTER OF TRANSMITTAL

Head Of Program,  
Bachelor of Business Administration (Hons)  
International Business,  
Faculty of Business and Management,  
Universiti Teknologi MARA,  
110 Off Jalan Hang Tuah,  
75300 Melaka.

Dear Madam,

### **SUBMISSION OF PROJECT PAPER (IBM 663)**

Enclosed here is the project paper titled “**Factors Influencing Consumer Behavior towards Luxury Brands: A Study Among International Business Students of UiTM Malacca City Campus**” to fulfil requirement as needed by the Faculty of Business and Management UiTM Kampus Bandaraya Melaka.

Thankyou,

Yours sincerely

.....

Nurfazliana binti Idris

2015134887

Bachelor of Business Administration (Hons.) International Business

## **ABSTRACT**

Luxury brands are said to have high income elasticity of demand, as people become wealthier, they will buy more and more of the luxury good. Somehow, income elasticity of demand is not constant with respect to income, as it may change sign at different levels of income. That is to say, a luxury brand may become a normal good at different income levels.

This research focuses on the factors influencing behaviors of International Business students of UiTM Malacca City Campus towards luxury brands as it is not clear how much of overall luxury sales can be attributed to purchases by students. This research is significant to luxury brands and in particular those selling accessories in the fashion industry and such. Social need, materialism, consumer attitude, experiential need, and trends are used to measure the factors that influencing students' behavior towards luxury brands.

In order to find, data have been collected from a wide range of literature e.g. academic sources and journals that represent the theory part of the research. A survey was carried out Universiti Teknologi Mara (Malacca) City Campus with 175 respondents were managed to be identified out as the sample size from 300 population. Multiple regression analysis was used to test the model and hypothesis.